

**TO:** Sonya Rush/Minda Maggio**DATE:** May 12, 1996**FROM:** Amy Friedland Fisher**SUBJECT:** Virginia Slims Direct Mail Research - Final Report

Attached is the final moderator's report for the Virginia Slims Direct Mail Research that was conducted on Thursday, April 25th in New York. This completes our learning for the project. As indicated in the Topline (April 26, 1996), the objective of this research was to explore what makes a direct mail piece appealing to 21-29 year old female Herd Brand smokers in order to provide directional input for the development of direct mail for Virginia Slims. Additionally, respondents were asked for their reactions to two possible Virginia Slims direct mail pieces as well as categories of items for future V Wear catalogs.

A total of six (6) triads were conducted among 21-29 year old female Herd Brand (Camel, Marlboro and Newport) 100's smokers. Half of the groups were among 21-24 year old smokers and half were among 25-29 year old smokers.

### **Key Findings and Implications**

It appears that 21-29 year old female smokers are inundated with direct mail, from coupons, to catalogs, to postcards. As such, it is important that a piece grab them at each stage -- sorting, opening and reading/responding -- in order for it to be impactful.

- Pieces that are unique, expensive looking, and/or informative (i.e., let you know what's inside) were the most successful in generating interest among this audience.
- Additionally, coupons, "free" offers, and/or an obvious and "useful" gift inside were very intriguing, and encouraged opening and continued readership. And, pieces that are easiest to read and follow, with minimal verbiage, were also very appealing.

As for the red Virginia Slims pieces, few smokers put them in the "keep" group during the sorting exercise as they were not perceived to fit the above criteria. The majority of the smokers passed right by the pieces, saying they were boring, cheap looking and common.

- Within the mailing, reactions to the postcards were mixed. While many of the smokers liked the idea of getting postcards, they found the visuals on them unappealing and too "ad-like".
- The poster also received mixed reviews. The majority of the women said they would not hang it up because it looked too much like an ad. In contrast, the magnets were well-liked. Other ideas these smokers found appealing included post-it notes and mugs.

All of the categories of items (home, personal care, travel, apparel, electronics and accessories) were thought to fit well with Virginia Slims' imagery. The most favored items were the CD player, the travel bags and the scented candles.

2040155951

Subject: VS Direct Research  
Date: May 12, 1996  
Page 2

cc: D. Altshuler (LBCo)  
J. Bonhomme  
B. Chiarucci (LBCo)  
S. Eskenazi (LBCo)  
E. Franklin (LBCo)  
S. Fuller  
E. Gee  
A. Goldfarb  
S. Hersh (LBCo)  
T. Lauinger  
S. LeVan  
C. Levy  
W. Marin  
J. Nelson  
D. Porter (LBCo)  
S. Teitelbaum

2040155952